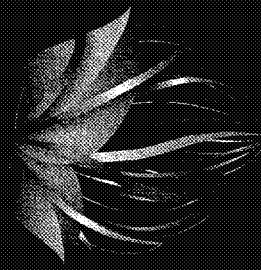


VERTICAL FIELD



Vertical Field is a company whose expertise lies in vertical Landscaping and vertical agriculture. The company's goal is to lead the industry in innovation, advanced technology and solutions that will support implementation of vertical projects worldwide.

BACKGROUND:

In the past, man lived harmoniously with nature. Nature provided most of humankind's needs in order to live, exist and develop. But times have changed, and together with it humankind's environment. Nowadays, most of the population is concentrated in metropolitan areas.

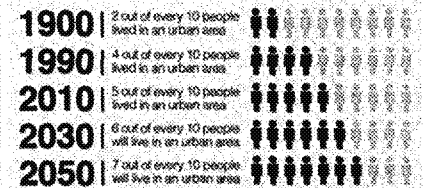
Our goal at VF is to restore nature back into the urban areas where unused empty and gray vertical walls will become green without taking away valuable space.

VF's system will reintegrate flora into our living spaces with advanced technology, which is smart, simple and affordable.

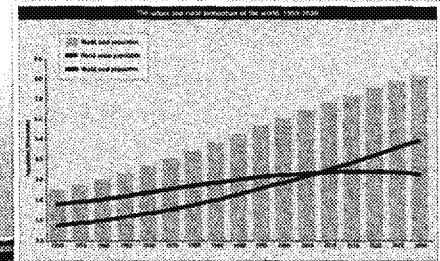
Our system is based on a unique solution combining soil, which is the basis of flora and fauna, with unique technologies that opens up new possibilities which haven't been used in landscape and vertical agriculture in the past.

The company – chosen out of 100 leading Israeli agriculture related companies – recently represented the State of Israel at the 2015 Milano EXPO under the "Fields of Tomorrow" concept. As part of the Israeli Pavilion the company built the **largest vertical field ever built globally harvested Vertical Wheat, Corn and Rice among other crops.** All in all, VF is aiming to build a new concept of Vertical urban agriculture combined with Vertical urban landscaping.

Urbanization



Compiled by UN-Habitat on a city with a population of more than 10 million



EXPO MILANO 2015
GREEN WALL PRESENTS
THE LARGEST VERTICAL CROP FIELD EVER CONSTRUCTED

EXPO

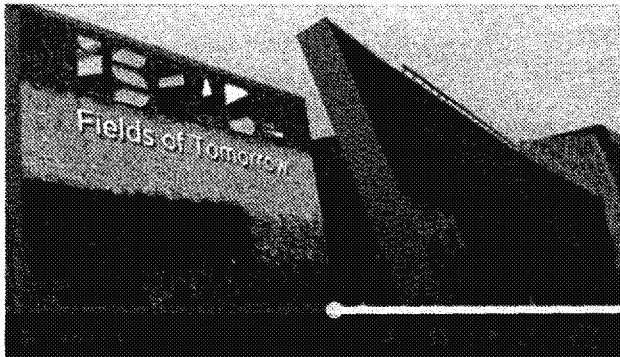
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Is vertical farming the answer?

Wednesday, 6 May 2015 | 5:00 AM ET

CNBC's Phil Han reports from the Milan Expo and find out whether growing crops on the sides of buildings is the answer to the world's food problem.



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The New York Times



Milan's Expo 2015 Finds Success, but with a Muddled Message

Attendees of Expo Milano 2015 examining the Israel pavilion's vertical field, a reflection of the fair's environmental themes.

ABOUT OUR SYSTEM:

VF builds most of its projects inside urban areas and in population centers, which is why our system is eco-friendly, water-saving and does not use chemicals harmful to the environment and water system. VF's system is affordable and easy to operate and maintain, compared with the competition's high prices and difficult maintenance.

The VF system is easily customized and can be adjusted to different climates, from desert to snowy areas, offering a wide range of solutions. Therefore, it is suited to the needs of most countries.

Bringing nature back to the cities together with other beneficial natural insects, like butterflies, creates healthier plant-life and a healthy environment for people, both indoors and outdoors. For example, urban cultivation creates chemical-free food, air-purification, healthier office or residential buildings, and reinforcement of the immune system for people in the area against diseases and harmful bacteria. All of the examples above are a natural byproduct of VF's system.

VF'S SYSTEM ADVANTAGES:

VF is one of the only companies worldwide that specializes in the fields of vertical landscaping and agriculture. This gives us a major advantage, since the products VF develops are focused exclusively on these fields to ensure accurate and sustained solutions

Irrigation - One of the main issues with vertical agriculture and landscaping is uneven watering, which creates places with excess water, especially in the lower parts, or places which suffers from water shortages. These low and high water concentration spots creates a non-balanced vertical wall and lack of uniformity of the plants. Not only does this affect the design and visual outcome but also creates favorable conditions for diseases and insects.

Most of our competitors treat the walls as one piece, thus hydrating them as such, but this creates favorable conditions for water damage, excess of water and water wastage.

VF's unique system knows how to balance hydration and evenly hydrate throughout the wall.

The VF system distributes the water hydration lines to numerous parts and areas of the wall, which minimizes the risk of damage. Even if some damage is sustained it is minimal at most.

In addition, excess use of water is not only wasteful but it is also harmful for the building's outer shell and other building systems, especially in structure projects where it is recommended not to allow any excess water within the inner spaces.

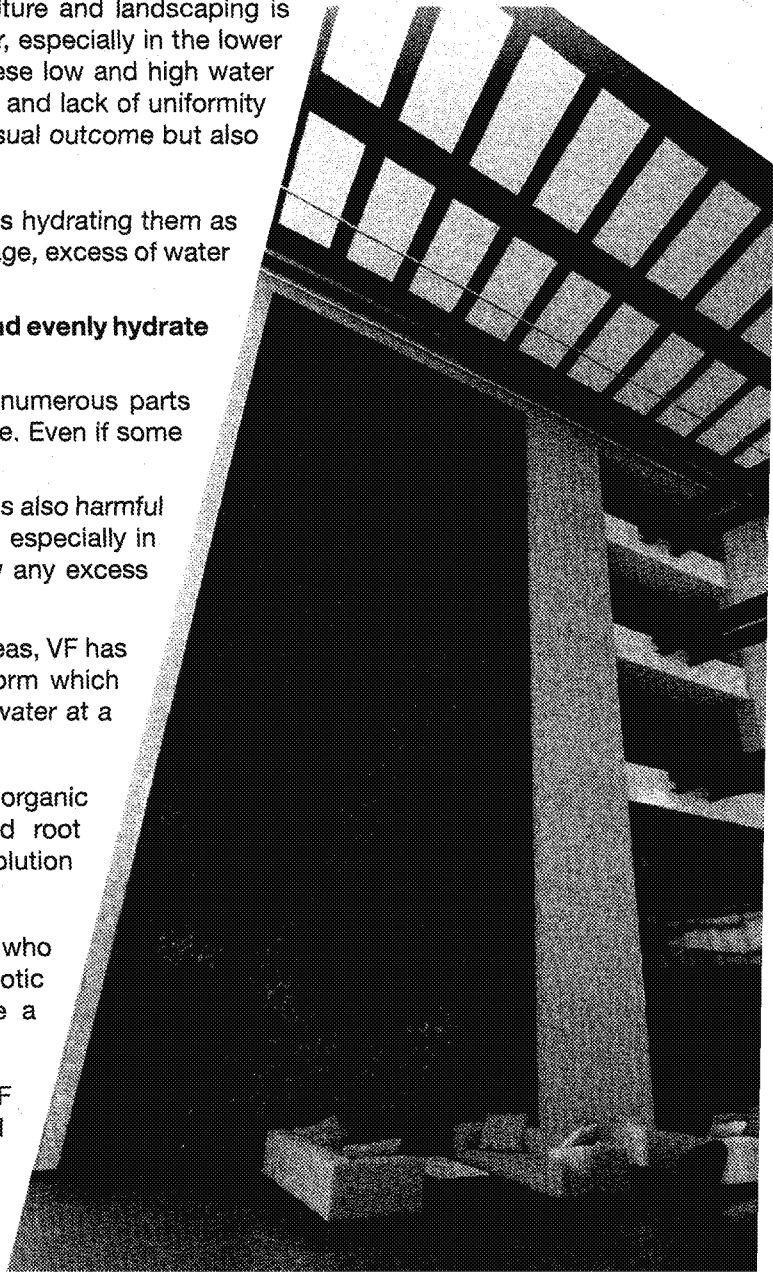
Soil - As a company whose main focus is within urban areas, VF has developed mix formulas for a lightweight planting platform which will last for many years to come, and can keep air and water at a high level of efficiency.

Organic Fertilization - VF has a unique formula for organic fertilization who speeds up the cultivation stage and root development. This product is an in-house brand solution developed by a business associate.

Beneficial Bacteria - VF is the only company worldwide who uses probiotic bacteria, with similar benefits of the probiotic bacteria we consume as food supplements, to create a better environment for vegetation and for mankind.

The VF Active Wall - As a part of product development, VF has developed the Dynamic and Active Wall, as opposed to other companies' walls which are passive and are inefficient to a broader environment. The Active Wall works in a proactive manner and spreads purified air enriched with oxygen; it contains natural compounds

Apple headquarter



Economic projects and lowering manufacturing costs -

Some companies find it easy to offer a "quick" solution. Unfortunately, in some cases in order to respond to this "Urgent" need, companies use aggressive plants, which ultimately damage the building's outer shell and different systems by the penetration of roots, which leads to lack of control of the way the plant grows.

As a company which aspires to perform multiple large scale projects, VF has developed two methods for planting and plant growth. These methods are very economically sound and provide strong and durable vegetation for our clients.

1. Home based Nursery Pre-Planting methods allow VF to offer a "Plug & Play" solution to our customers – using our unique modules ready to use.
2. Seeding directly onto the wall using special seeding instruments using a mix with organic adhesives.

VF has a unique plastic module which incorporates smart irrigation, modern decoration and varying cells specifically designed for the kinds of vegetation and their specific needs.

Using artificial illumination for growing vegetation INDOOR - VF has developed a unique method for plant illumination which differs from other methods, is energy-efficient and is an integral part of the green vertical wall.

Smart computerized control system - VF incorporates within all products a web or cellular based computerized control system, which controls irrigation and illumination all in one device. The system was developed through a collaborative effort with an Israeli company who manufactured a branded computer specifically for VF.

In addition, there is a computerized sensor alert system which will identify the problematic area in advance, thus allowing troubleshooting beforehand.

Unique Air and water Dripper - VF designed a unique irrigation pipe that deliver water and air in one irrigation line which nurtures and supplies everything the plant needs. This unique Air & Water Dripper is one of VF's success stories.

Planting & Design Software - VF developed a program to design our walls in the most precise manner, during the pre-planting stage, in order to economize the amount of plants needed and allows easy installation and future maintenance. The program also allows the end-user to keep track of the wall even after installation and during maintenance.

Plant Species & Wild Seeds - We are very diligent when it comes to locating, developing and diminishing plant species in order for them to fit and grow in a vertical manner. VF has developed a distinct method of locating and gathering local species of wild flowers and cultivating them on our wall as a part of restoring nature to urban areas which were once their natural habitat.

VERTICAL
FIELD



Israel stamp with
our technology:



Our Products:

VF



Food

VF Food provides a novel approach to agriculture, enabling the growing of fruit, vegetables and crops in urban settings on walls or on any vertical surface.

VF



Health

Through the use of plants grown on indoor walls and vertical surfaces only, VF health enhances indoor air quality (IAQ) and provides a reduction in VOCs, CO₂, formaldehyde, benzene and other PM_{2.5} residues, while increases the level of oxygen which is much needed in our suffocating indoor space.

VF



Design

With endless design possibilities, our VF can be adapted in ways you cannot imagine.

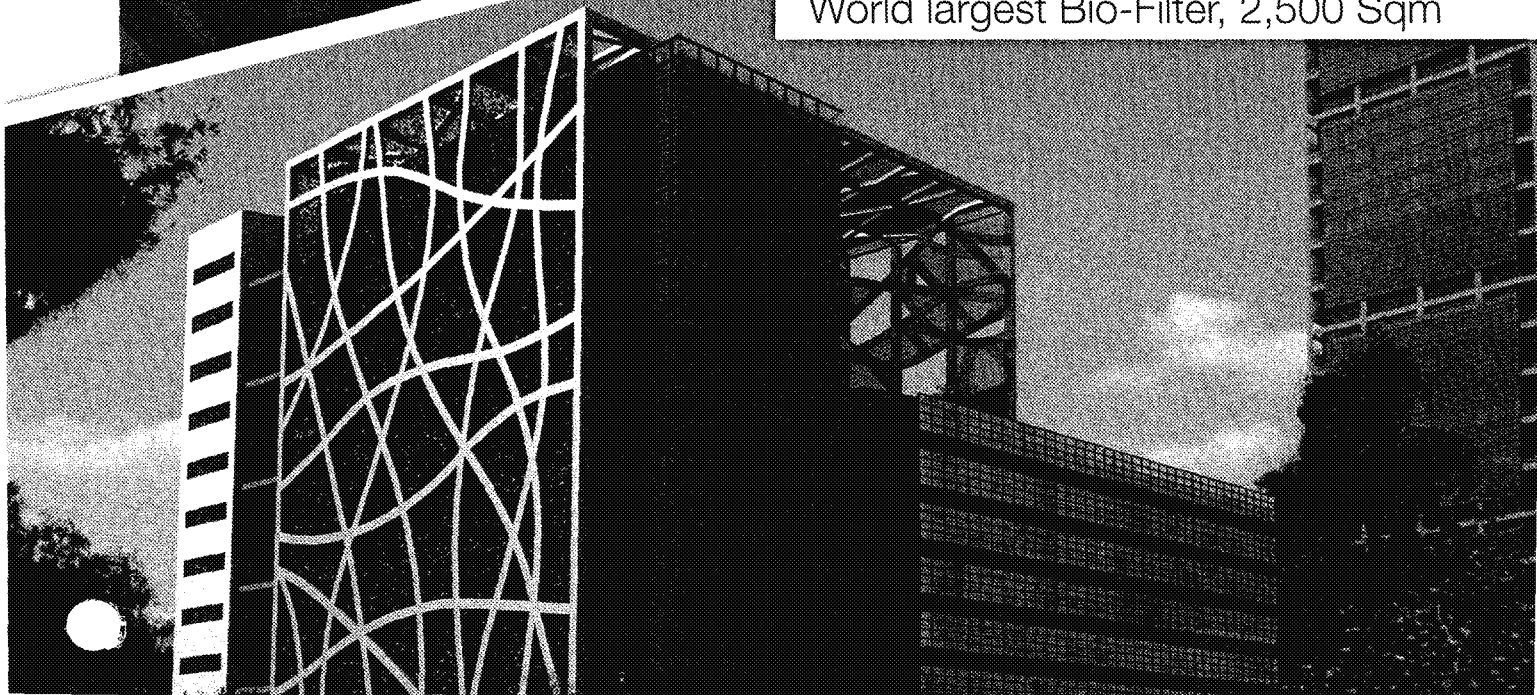
VF



DIY

Vertical gardening solutions for households without gardens.

World largest Bio-Filter, 2,500 Sqm



R&D Department

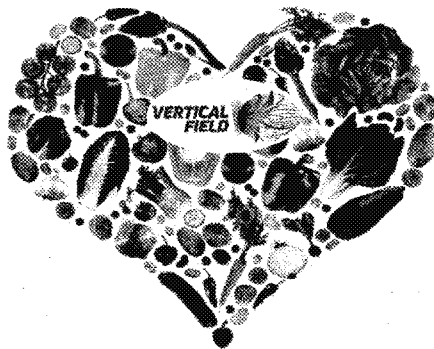
VF invests a lot of resources into new developments. Its R&D department collaborates with engineers, agronomists, manufacturers and irrigation experts to continuously improve and adapt its products for the ever-changing market.

We at VF believe that any investment in development is an investment in the company's future and in its uniqueness from its customer's perception, thus the company has invested and will invest significant resources into the development of new products and improvement of our current products.

In conclusion - The system VF has developed leads the market with global technology in innovation, creativity and eco-solutions while conserving time, water, energy and cost.

VF manufactures and develops holistic solutions in a variety of products who are fit for landscaping and vertical agriculture and include supplementary products and more.

Using smart led-based illumination, small amounts of water and converting the wall into a bio-filter have opened a new growing market for VF where the wall has become a part of a healthy lifestyle for the person who lives in its vicinity, thus making it more than just a decorative wall. The wall purifies the air and enriches it with pro-biotic bacteria which is favorable to the persons involved, being healthier, sturdier and better suited to handle air pollution and many of the known diseases. Our solution is a genuine revolution and a change in global lifestyle trends and serves as a solution to sick building syndrome (SBS) which is common throughout cities worldwide.



**VERTICAL
FIELD**

